

A woman with long, straight white hair is the central figure. She is wearing a voluminous, multi-colored shawl or blanket with intricate patterns and textures in shades of red, orange, yellow, blue, and black. The background is a plain, dark grey. The overall aesthetic is high-fashion and artistic.

VOGUE

British Media Kit

1H 2022

CONDÉ NAST



British Vogue is the authority on fashion, beauty and lifestyle, and is a destination for women to learn, be challenged, inspired and empowered. Under Edward Enninful's unmatched global editorial status, British Vogue has become the undisputed Fashion Bible in the United Kingdom and is leading the cultural zeitgeist worldwide, powered by purpose.

20.4M

TOTAL REACH

796k

READERSHIP

14.3M

SOCIAL FOLLOWERS

5.3M

DIGITAL UNIQUES

£118K

AVERAGE HHI

64%

ABC1

£8.1K

AVERAGE ANNUAL
SPEND ON FASHION

£1.6K

AVERAGE ANNUAL
SPEND ON BEAUTY

Sources: PAMCo 1, 2021; Google Analytics 3 month average (Feb-April 2021); Conde Nast Luxury Survey 2021; TGI GB 2021 November

CONDÉ NAST



VOGUE

BRAND HIGHLIGHTS

DECEMBER 2020, Condé Nast appoints Edward Enninful as the first Vogue European editorial director across the UK, France, Germany, Spain and Italy

BSME AWARDS 2021 Edward Enninful OBE was honoured with the prestigious Editors' Editor of the Year Award, which recognises extraordinary individuals for their dedication and outstanding editorial contribution to magazines.

THE 2020 PPA AWARDS saw Edward Enninful OBE named "Editor of the Year" and British Vogue receive the "Diversity Initiative of the Year" award for the Forces For Change initiative.

FORCES FOR CHANGE, first launched in 2020 with BMW and Nike as headline sponsors, this is an important editorial initiative that has been integrated into all Vogue platforms and saw its first live event at the Women Of The World Festival - hosted by Edward Enninful OBE, featuring Salma Hayek Pinault, Paris Lees and Fatima Bhutto. In 2021, BMW and Nike renewed this partnership and we also welcomed YouTube. As part of this initiative we worked closely with YouTube to create 'British Vogue and YouTube's Vogue Visionaries' - a series of masterclasses that gives our readers unrivalled opportunity to learn from the UK's most brilliant creative minds.

VOGUE'S SEPTEMBER 2021 COVER was a special fold-out featuring Gemma Chan called New Beginnings, inspired by the success of British Vogue's August 2020 'Reset' issue. This issue marked the first global collaboration since Edward's appointment as Vogue's European Editorial Director. After so much loss and prolonged anxiety, and with many communities – including fashion's – working hard to rebuild for what comes next, it felt necessary to do what Vogue has always done: to define the moment, and to cast our eye ahead, training our spotlight on the fashion, ideas and people who will be shaping our shared new beginning.

VOGUE INSIDERS an exclusive beauty membership for our dedicated Vogue audience, with premium beauty, a product-testing community that provides data and feedback on products from British Vogue's audience

VOGUE'S FIVE DAYS OF... events franchise, an experimental programme of masterclasses and tutorials, this expands into 'Wellness' after hosting successful fourth and second years of 'Beauty' and 'Supper Club'.

THE VOGUE 25 returns for its fourth annual line-up of the most influential and visionary women leading Britain including workplace campaigners such as Joeli Brearley, activist Soma Sara, Nicola Sturgeon, Charlotte Mensah, Kate Winslet – all women who know that the world can and must, eventually, catch up.

VOGUE SHOPPING WEEKEND renewed for its second year, generating shopping excitement for our audience across British Vogue platforms.

VOGUE'S JUNE 2021 ISSUE breaks the internet with cover star Billie Eilish debuting her transformation, new music, confidence, and living life on her own terms. British Vogue's Instagram post of the cover becomes the most-liked cover in the magazine's history – a record previously held by Ariana Grande, who starred on the July 2018 issue.

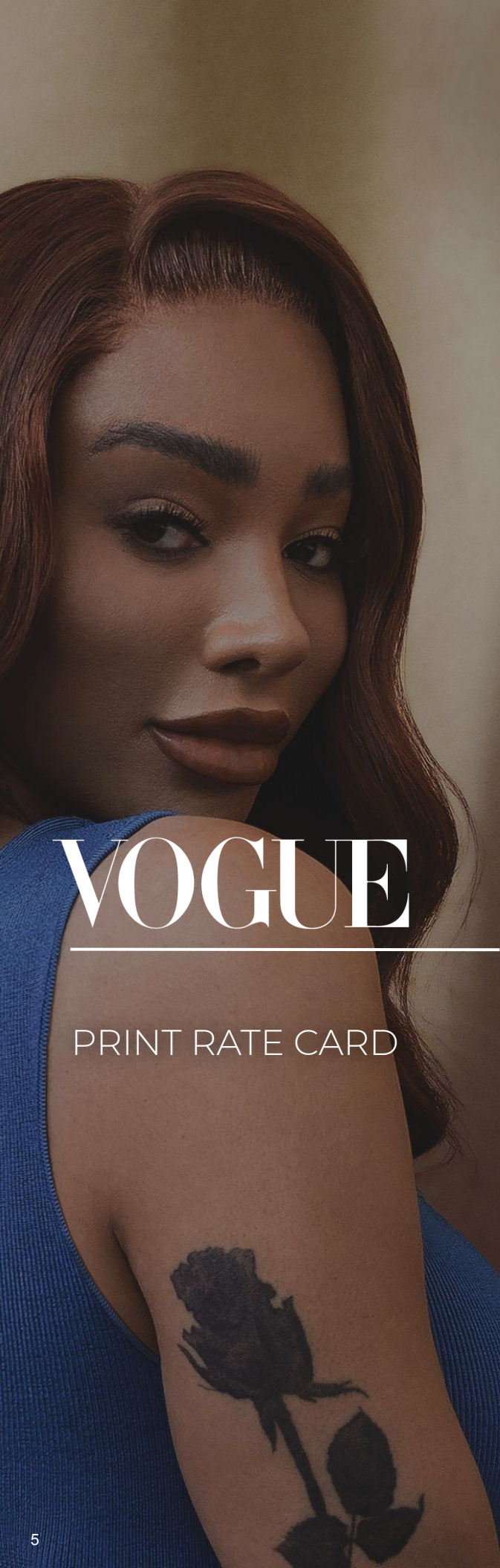
VOGUE'S FIRST EVER HAIR SPECIAL in the November 2021 issue - edited by Jess Diner and in partnership with Dyson and called 'Turn Up The Volume - The Guide To Happy Healthy Hair'

VOGUE'S NOVEMBER 2021 ISSUE marks a publishing first, with Adele featuring simultaneously on the covers of both British and American Vogue. For this historic moment, both magazines went all out: two fashion stories captured in two cities, two wide-ranging interviews, one with a British writer, one with an American writer, for a spectacular transatlantic takeover by one of the biggest-selling female artists of the 21st century.

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ON SALE DATE	BOOKING DEADLINE	COPY DEADLINE	INSERTS DUE
FEBRUARY 2022			
18 JAN 22	1 DEC 21	3 DEC 21	17 DEC 21
MARCH 2022			
22 FEB 22	12 JAN 22	18 JAN 22	1 FEB 22
APRIL 2022			
29 MAR 22	16 FEB 22	22 FEB 22	8 MAR 22
MAY 2022			
26 APR 22	16 MAR 22	18 MAR 22	1 APR 22
JUNE 2022			
24 MAY 22	13 APR 22	14 APR 22	3 MAY 22
JULY 2022			
21 JUN 21	11 MAY 22	13 MAY 22	27 MAY 22
AUGUST 2022			
19 JUL 22	8 JUN 22	14 JUN 22	28 JUN 22
SEPTEMBER 2022			
23 AUG 22	13 JUL 22	19 JUL 22	26 JUL 22
OCTOBER 2022			
20 SEP 22	10 AUG 22	16 AUG 22	30 AUG 22
NOVEMBER 2022			
18 OCT 22	7 SEP 22	13 SEP 22	27 SEP 22
DECEMBER 2022			
15 NOV 22	5 OCT 22	11 OCT 22	25 OCT 22
JANUARY 2023			
20 DEC 22	9 NOV 22	15 NOV 22	29 NOV 22



PRINT RATE CARD

SIZE/POSITION	RATE (£)
Page run of paper	30,290
Page facing matter	37,210
Page specified position	39,070
Contents / masthead	42,020
Inside back cover	45,550
Outside back cover	48,560
Inside front cover gatefold	161,090
Barn door	161,090
Standard 4 page gatefold	111,000
1st DPS	77,070
DPS solus / specified position	68,840
DPS run of paper	59,420
Half page masthead	19,790
Half page	14,950

BOUND IN / SCENT TRIPS

National	
2 sides	37,090
4 sides	64,750
8 sides	128,980
16 slides	241,400

BRANDED CONTENT

Costs are made up of a space rate as above plus a net production charge from £4,500 per page for a Vogue shoot or £2,000 per page with supplied assets. Special terms and conditions apply.

For individual costings and creative ideas, please contact Vogue Branded Content on 020 7152 3078.

CONTACT

CHLOE HAGGERTY chloe.haggerty@condenast.co.uk

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DIGITAL RATE CARD

SECTION SPONSORSHIPS

	TIMING	STANDARD TIMING	PREMIUM TIMING
Vogue Homepage	7 days	£26,000	£39,000
	1 day	£7,410	£11,115
News	7 days	£27,000	£31,050
	1 day	£4,124	£4,743
Runway	7 days	£21,000	£23,000
	1 day	£3,000	£3,450
Beauty	7 days	£31,500	£36,225
	1 day	£4,773	£5,489
Arts & Lifestyle	7 days	£29,700	£34,155
	1 day	£4,455	£5,123
Fashion Homepage	7 days	£5,340	£6,141
Fashion Trends	7 days	£13,000	£14,950
People & Parties	7 days	£2,500	£2,875
Miss Vogue	7 days	£11,250	£12,938
Vogue Shops	7 days	£6,400	£7,360
Street Style	7 days	£1,800	£2,070
Jewellery	7 days	£8,000	£9,200
Vogue Weddings	7 days	£3,600	£4,140
Mini Vogue	7 days	£1,000	£1,150

Premium timing: February, March, September, October, November, December.

STANDARD ADS

970x250 £65 CPM | 300x600 £65 CPM | 728x90 £24 CPM | 300x250 £38 CPM

British Vogue is pleased to present a new audience targeting tool, SPIRE, now available with standard ad formats. SPIRE accesses Condé Nast's unique **1st party audience data** across print, online, email, and social, identifying highly valuable audience segments. These audience segments are loyal readers of Vogue across various passion pillars. A premium of 25% applies to standard CPM rates.

EMAIL

Partners can sponsor the Vogue Daily Newsletter (£4,300 / 79,491 subscribers) or send a dedicated Solus Email to our database (£11,023 / 73,492 subscribers)

APPLE NEWS

7-day sponsorship: £25,986 / 288,738 estimated impressions

CREATIVE PARTNERSHIPS

Vogue offers bespoke partnerships featuring custom content, videos, social, events and much more.

ORGANIC & TARGETED SOCIAL

Social packages are available to promote partnerships; or utilise client assets.

Minimum spend applies.

VOGUE

DIGITAL AND WEB RATE CARD

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